

ASSESSMENT # 2**Total Marks: 30**

- 1. Give short answers to the following questions: (15)**
 - I. Why are good writing skills important in a business setting?
 - II. Why are personal letters often more difficult to write?
 - III. What are the pros and cons of email communications?
 - IV. What are memorandum reports used for?
 - V. In what instances might a letter report be sent? Give examples.
- 2. What is the purpose and value of a vision statement? (5)**
- 3. Create an example of a short personal letter, and then explain how and why it is different to your business letter. (5)**
- 4. Create a short letter report to a client informing them of the introduction of a new product or service they may be interested in. (5)**